



Firenze
Prossima

ENGAGING PEOPLE TO
DRAW THE
CITY OF TOMORROW





STRUCTURAL PLAN (PS)

Long-term Plan (15/20 year) to draw the vision and define the strategies for territorial development and protection

CITY OPERATIONAL PLAN (POC)

Medium-term Plan (5 year) to define the city's transformation (buildings, infrastructures and services). It includes the

GREEN PLAN

a strategic tool for the co-design of green areas (both public and private) realized through Firenze Respira process



Firenze
Respira

01 Design phase

PREPARATORY MEETINGS



To define the whole process, roles and timetable

MAPPING OF STAKEHOLDERS



mapping of actors/stakeholders
284 citizen associations/
 groups mapped
 Areas of activity:

- District 1: 83
- District 2: 49
- District 3: 22
- District 4: 35
- District 5: 44
- the whole city: 51

MEETINGS WITH SURROUNDING MUNICIPALITIES



for a collaborative territorial approach.
 Participants: mayors, politicians and managers of the Metropolitan Area

INTERNAL MEETINGS



establishment of an interdepartmental working group to deliver:

- planning documents
- guidelines for user
- website
- interactive maps

ENGAGEMENT PLAN



- dedicated communication and information channels
- social media campaign
- tailored messages for specific targets

02 Open Dialogue

FOCUS GROUP WITH STAKEHOLDERS

ONLINE MEETINGS

ON SITE MEETINGS

3 FOCUS GROUP 30 PARTICIPANTS

ENTREPRENEURS

TRADE UNIONS

PROFESSIONAL ASSOCIATIONS

6 MEETINGS WITH CITIZENS

1 KICK OFF MEETING
5 MEETINGS (1 FOR DISTRICT)

300 PARTECIPANTI

58.500 PEOPLE REACHED BY SOCIAL MEDIA

10.000 VIEWS ON SOCIAL MEDIA

5 DISTRICT ITINERANT POINT LAB

273 PARTECIPANTI

PUBLIC MEETINGS

INTERACTIVE MAP

URBAN INNOVATION LAB

5 LOCAL MEETINGS

Joint to:

235 PARTECIPANTI

- 50 District 1 City Center
- 60 District 2 Campo da Marte
- 40 District 3 Cavallotti - Calzavara
- 50 District 4 Tebaldo - Legnola
- 35 District 5 Rifredi

INTERACTIVE MAP

1.700

PROPOSALS COLLECTED

URBAN INNOVATION LAB

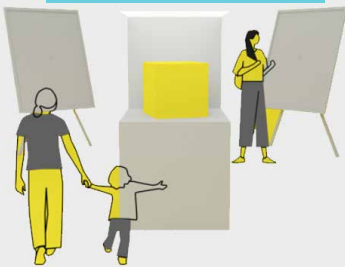
5 SCHOOLS - UNIVERSITIES

62 STUDENTS

20 PROJECTS

03 Outcomes showcase

FINAL EXHIBITION



PUBLIC EXCHANGE MEETING



REPORTS PUBLICATION



DIGITAL EXHIBITION



PUBLIC EXCHANGE EVENT



REPORTS PUBLICATION ON THE WEBSITE AND SOCIAL NETWORK



DISTRICT ITINERANT POINT LABS

TEMPORARY STANDS IN THE 5 CITY DISTRICTS



D1
Rifredi

D2
Campo di
Marte

D4
Isolotto-Legnaia

D1
Centro
storico

D3
Gavinana-
Galluzzo



PUBLIC MEETINGS

LOCAL MEETINGS IN THE 5 CITY DISTRICTS



D1
Rifredi

D4
Isolotto-Legnaia

D1
Centro
storico

D2
Campo di
Marte

D3
Gavinana-
Galluzzo



INTERACTIVE MAP

Map
Search
0 SORT & FILTER
SHARE

RIQUALIFICAZIONI e RIGENERAZIONE 465

CASA E SERVIZI PER I RESIDENTI 66

SPAZIO PUBBLICO 211

MOBILITÀ e SOSTA 540

VERDE URBANO 333

TERRITORIO PATRIMONIO e PAESAGGIO 85

Map
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0 SORT & FILTER
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Firenze Prossima - Firenze Respira

La mappa interattiva per fare segnalazioni puntuali e contribuire a scrivere insieme il futuro della città.

RIQUALIFICAZIONI e RIGENERAZIONE 465

CASA E SERVIZI

Anonymous · a year ago · via Web

Piazza d'azeglio

Questa piazza deve tornare ad essere un giardino in stile ottocentesco e non un parco di periferia con campi di calcio per i residenti, chi vuole gioca ...

Map
Search
0 SORT & FILTER
SHARE

MOBILITÀ e SOSTA

Pia casa di Via Pietro Thouar

eliminare i posti auto riservati alle ambulanze perchè da anni le ambulanze entrano nella struttura e non utilizzano più quella porta

caserma Baldisserra

MOBILITÀ e SOSTA

Dove e come è necessario intervenire per favorire una mobilità intermodale e più sostenibile e una viabilità più scorrevole? Quali luoghi strategici per realizzare parcheggi scambiatori?

Pia casa di Via Pietro Thouar

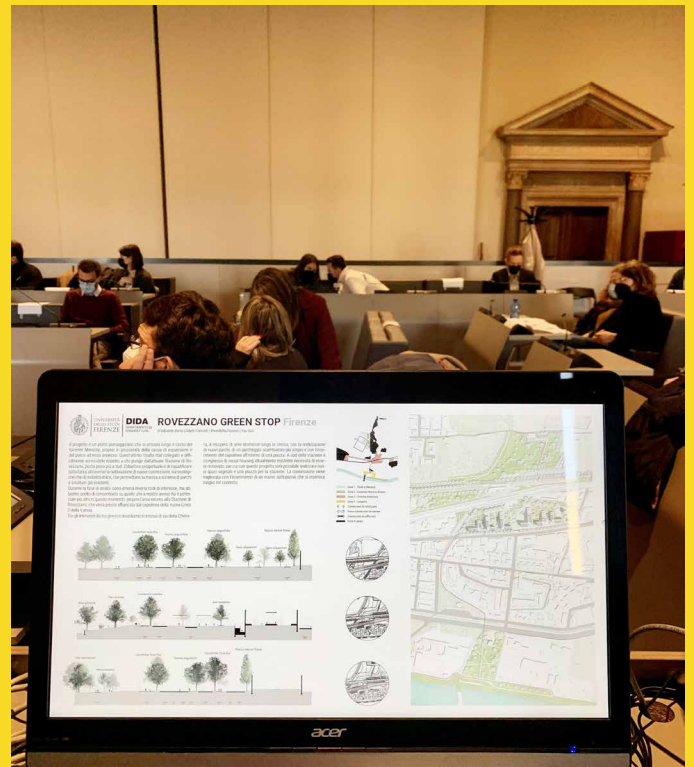
Published · **GIULIA** · a year ago · via Web

eliminare i posti auto riservati alle ambulanze perchè da anni le ambulanze entrano nella struttura e non utilizzano più quella porta

URBAN INNOVATION LAB

“A PROCESS IN THE PROCESS”

Skilled students from the most important city’s design schools, offered valuable contributions to discuss city challenges, developing solutions and projects for the “city of tomorrow”.





Firenze Respira

A green strategy for the City of Florence

Firenze Respira is a participatory process co-financed by the Regional Authority for the Guarantee and Promotion of Participation (APP) of the Tuscany Region, and promoted by the municipal administration to inform and involve citizens in the drafting of the Green Plan for the City of Florence

200

Participants to
Itinerant Point Lab

245

Participants to
Local Meetings

581

Total Proposal
collected

+7000

People reached on
Instagram during the project

106

Participants to
Online Meetings

223

Proposal collected
during public events



